

PARTNERSHIP STRATEGIES BETWEEN CORPORATIONS AND SOCIAL ENTREPRENEURS FOR SUSTAINABLE NUTRIENT VALUE CHAINS

Nutrients for All Event
4 June 2013, Frankfurt

Facilitation:
Dick van Beers (CSCP)
Stephanie Schmidt (Ashoka)



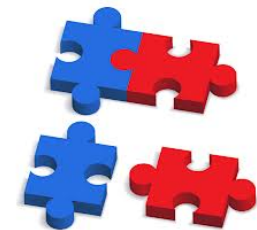
EXPECTED WORKSHOP OUTCOMES

1. Practical ideas for innovations and collaborations between large corporations and social entrepreneur related to the Nutrient value chain.
2. Insights into challenges for establishing effective partnerships and ways to overcome these.
3. Priority areas for further development, projects and future events.



WORKSHOP STRUCTURE

Time	Activity
15.20 - 15.30	Welcome and introduction
15.30 - 15.45	3 brief impulses from Ashoka fellows (5 min max)
15.45 - 16.25	Group discussion
16.25 - 16.40	Key actions - Tour around table



COLLABORATION FRAMEWORK

Business



Social entrepreneurs and their organizations



Hybrid Value Chain

Business impact

- R&D
- Ability to manufacture at scale
- Distribution and logistics
- Access to capital
- Talents

Societal impact

- Bottom-up approach starting by deep understanding of beneficiaries' needs
- Access and trust to unserved populations
- Ability to aggregate demand / production to make small transactions profitable
- Ability to mobilize others from key actors to citizens



SHORT IMPULSES FROM ASHOKA FELLOWS

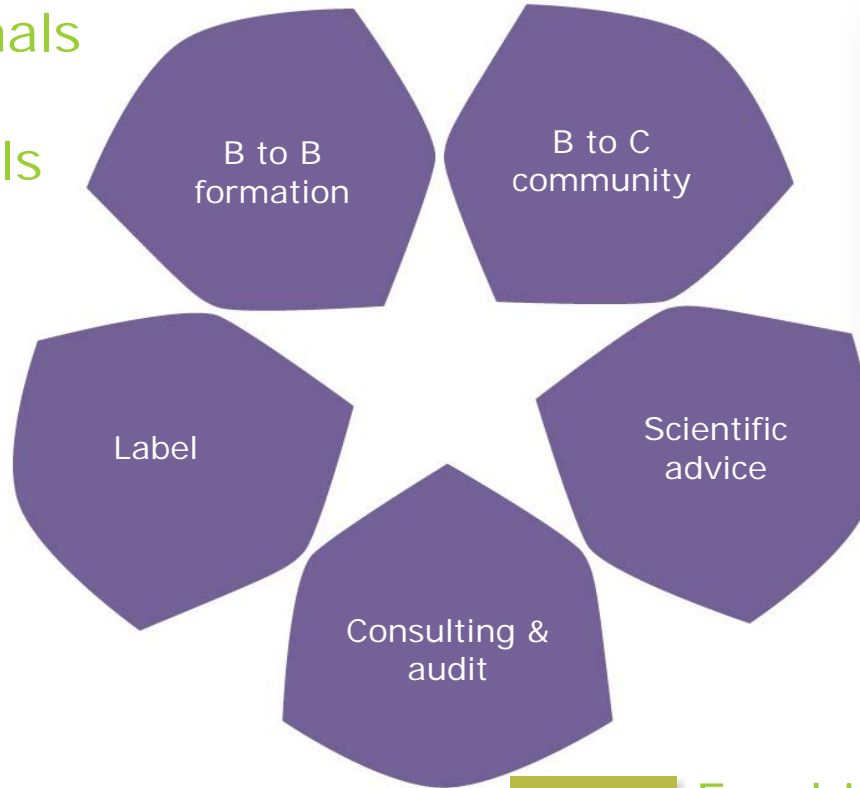
PARTNERSHIPS FOR SUSTAINABLE VALUE CHAINS

1. Genevieve Moreau (SINN, Belgium)
2. Zoe Finch Totten (The full field, US)
3. Sylvia Banda (Silva Food Solutions, Zambia)



Intelligent Nutrition for all

Health professionals
Chief cook
Clinical & hospitals



Politics
Media



Food industry
Producers
Retail





Cultivating Health, Cultivating Food and Healthcare Systems Re-Design

*Consumer relevant * Highly integrated * Scientifically validated*



The Full Yield Pilot: Using Food Quality as Pivot

Test of Programming to Improve Health + Business Model to Engage Key Stakeholders





Pilot Overview: 2010-2012

Anchor tenants

- Harvard Pilgrim Health Care: #1 ranked commercial health insurance company in U.S.
- Roche Bros. Supermarkets: family owned grocery chain Contracts with Harvard Pilgrim Health Care & Roche Bros. Supermarkets 2008

Targeted populations: employers, employees, families (Harvard Pilgrim customers)

- John Hancock
- EMC
- City of Boston
- Abt Associates
- Draper Labs
- North East Delta Dental
- Stonyfield Farm

Surround sound: food manufacturers and food service vendors

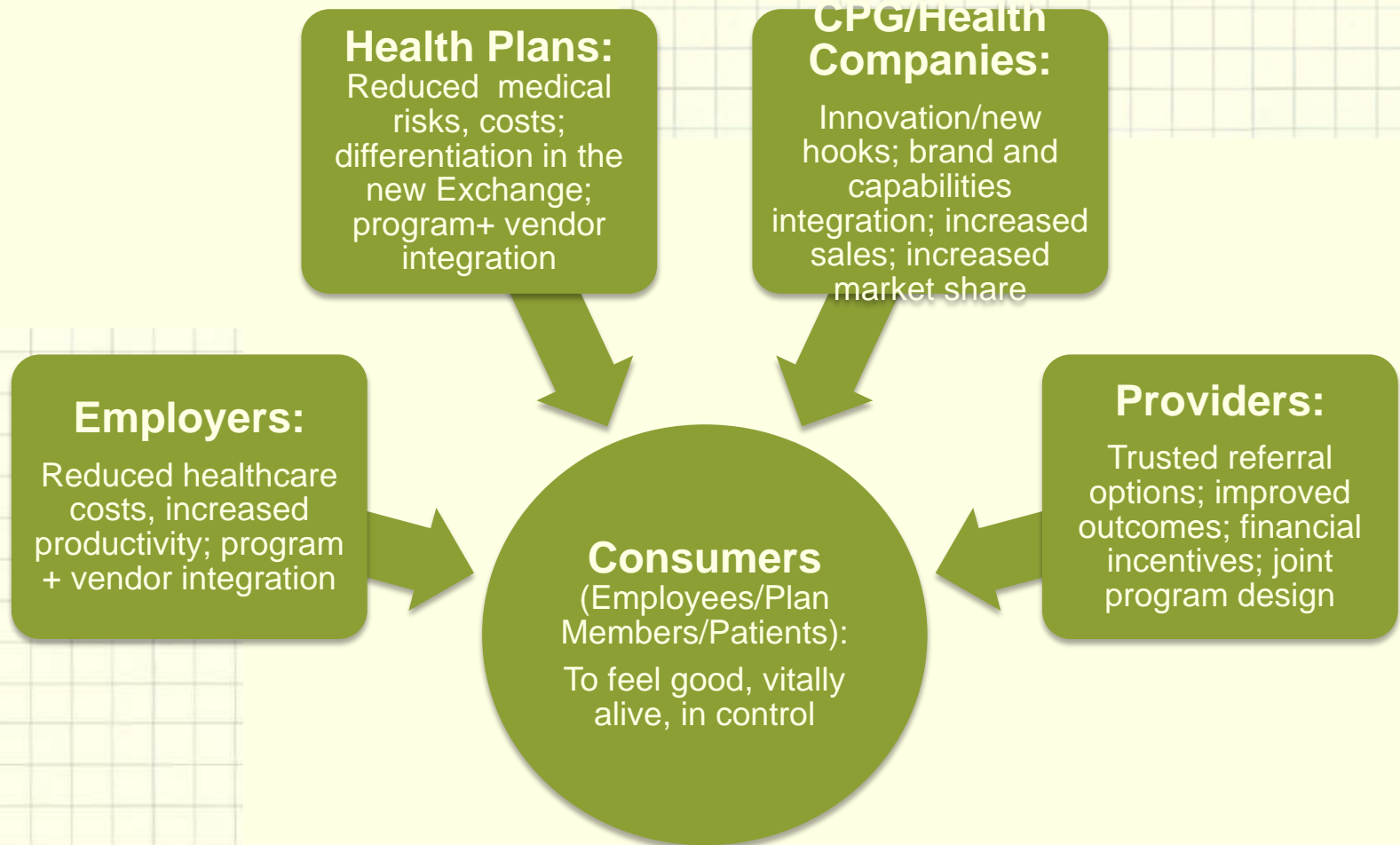
- Flying Food Group, Fastachi, Dancing Deer
- Sodexo, Aramark, Epicurean

High level results: clinically and statistically significant

- Improvements in blood pressure, cholesterol, average estimated blood glucose, weight, BMI
- Improvements in diet quality and dietary pattern, physical activity, sleep quality
- Non-enrolled family members got healthier, too



The Full Yield Business Model: Channel Partners for Systems Re-Design





Sylva Food Solutions

Company Description

About Us

- A Zambian organization is the Agro-processing industry
- company operates under a tripartite mandate encompassing post harvest training, packaging and marketing of uniquely Zambian foods.
- Since inception, we have trained over 11,000 small holder farmers
- Small holders trained become raw material suppliers



Strategic Partners

Care International

Action For Enterprise

Catholic Relief Services

World Vision

Africare

Ministry of Agriculture

C-FAARM

CULP

-ADRA

- SAFIRE

- YWCA

- Micro Bankers Trust

We Partner with NGOs that deal with poverty alleviation, hunger and nutrition issues.

NGOs identify small-holder farming communities that we then train in post-harvest techniques and provide ourselves as a market for their produce.

Management Systems and Documentation

(developed with technical and cost share support from AFE)

- Strategic plan (policies and procedures) for procurement operations with farmers
- Training of trainers
- Training module for producers
- 11, 000 farmers trained
- 1,000 producer manuals distributed to farmers
- Designed Solar dryer
- International Exposure visits and Trade missions
- Develop improved techniques for producing and packaging dried soup using indigenous vegetables
- Visual Aids for training
- Updated training materials and producer's manual based on feedback from farmers.

Challenges

- Varying objectives
- Some partners are rigid
- Catchment area differences
- Short life span of NGO projects (mostly 3 years)
- Fear of the unknown (trainers)
- Changing dependency syndrome of farmers created by some of the partners (sitting allowance etc)
- Technical assistance rarely goes beyond the trainings (should include component of opening market to avoid excess stock for us and low demand for farmers)



WHAT HAVE WE HEARD SO FAR?

N4A ONLINE HANGOUTS AND PARIS EVENT

Key issues faced by some companies about Nutrient value chains

- Making rural areas attractive places to live and work (access to key resources)
- Encouraging the next generation of farmers
- Regenerating the nutrient value of depleted soils back to productivity
- Communicating the nutritional value of food products to final consumers
- ...

- What about different kind of players along the Nutrient Value Chain? Commodity trader, food company, catering company, retailers etc.



GROUP DISCUSSION QUESTIONS

PARTNERSHIPS FOR SUSTAINABLE VALUE CHAINS

1. What are key partnership opportunities between corporations and social entrepreneurs to enable sustainable nutrient value chains?
2. What are possible challenges to develop these partnerships, and how can these be overcome?



TOUR AROUND THE TABLE

PARTNERSHIPS FOR SUSTAINABLE VALUE CHAINS

What are some key actions and priorities to move the nutrients for all vision forward ?

- At the level of individual organizations
- At the level of the Nutrients for All program



THANK YOU!

